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Dealerscope Merchandising

The Marketing Magazine for Consumer Electronics and Major Appliance Retailing



Are they a threat
to traditional
retailers?

Take
a second
look at
CES

**SHOW
IN
PRINT**

Excitement in the air

DAT

S-VHS

Wow!

CDV



Attention to
detail pays off
handsomely.

Dealerscope Merchandising



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Ferramosca



Marcon

Kenichiro Hiyama appointed president of Toshiba America Consumer Products Business Sector (CPBS) from Toshiba general manager, int'l operations, consumer products, in Tokyo. Also, **Naoki (Neil) Yamamoto**, also from Tokyo, becomes CPBS senior VP.

Kazunori Kurata named Sony Professional Products pres., from Sony Communications Products customer svc. VP. **Cary Fischer**, ex-

Mitsubishi, named Sony Professional Audio digital audio products mkt. devel. director. **Scott Bartlett** named sales and marketing director of Sony Digital Audio Disc Corp. **Frank Ferramosca** named VP, Sony regional operations.

Richard Merriott named BASF video retail product manager.

Frank Applestein, ex-sales manager, promoted to Yamaha product training manager.

CBS/Fox appoints **David Goldstein** VP, operations and administration, consumer products division. Also promoted are new regional sales managers: **Michael Beck**, East for CBS/Fox and



Main



Ivy

Playhouse labels; **Jim Capps**, West for Key; **Lori Van Meter** shifts from marketing coordinator for CBS/Fox Chicago corp. office to Key mid-western regional sales manager. Also, **Don Rosenberg** named Key Video sales director, and **Larry Andjulis** promoted to CBS/Fox and Playhouse Video sales director. And **Laura Terranova** promoted to merchandising and special accounts director for all three labels.

James Twerdahl named Marantz president, and **Fred Hackendahl** continues as Dynascan corporate development VP after serving as Marantz interim president.

Tony Marcon named national sales manager at Bib Audio Video Products.

Nintendo America names **Peter Main** marketing VP.

Rabbit Systems names **George Hoefer** executive VP.

Ricoh promotes **I.K. Iwama** to VP, electronic device division. **James Ivy** named senior VP, copier products group.

John Falcone resigned as Sharp consumer video national marketing manager to join NAP as product service business division director.

STAT WATCH

TOTAL U.S. MARKET STATISTICS

Sales to Retailers

April 1987 vs. April 1986

(In Units)

	April 1987	April 1986	Percent Change	Year-to- date 1986	Year-to- date 1985	Percent Change
TELEVISION						
Color	1,302,584	1,145,213	+ 13.7	5,801,214	5,351,012	+ 8.4
Monochrome	208,362	284,781	- 26.8	977,831	1,132,639	- 13.7
TOTAL TV*	1,510,946	1,429,994	+ 5.7	6,779,045	6,483,651	+ 4.6
Projection TV	15,029	18,212	- 17.5	81,062	90,158	- 10.1
Color TV with Integral MTS** (Built-in stereo)	254,311	176,435	+ 44.1	1,021,340	841,380	+ 21.4
Home VCR	878,318	884,783	- 0.7	3,892,256	3,791,917	+ 2.6
Camcorders***	107,536	52,536	+ 103.1	336,612	224,023	+ 50.3

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes projection television

**Included in Color Television

***Included in Home VCR

Source: Electronics Industries Association Consumer Electronics Group.

PEOPLE ON THE MOVE

Kenneth Whitwam becomes president and CEO of Whirlpool Corporation, upon the retirement of Jack Sparks, effective July 1. Kenneth Kaminski is named president, KitchenAid Inc. He takes over from Glenn Olinger. Workinger also becomes division VP, merchandising, of Whirlpool.

Mike Humbert named

Amana's manager of corporate affairs. Also, John Laing becomes branch manager of the Baltimore Amana branch.

Ricky Knowles named Georgia sales manager for Modern Maid. Also, Donny Danti becomes district sales manager for the Northside of Chicago and Rockford, IL.



Ratcliffe



Bachman

ITT Commercial Finance names James Russell an area general manager, serv-

ing much of the Midwest and Rocky Mountain states. Also, Robert Parry becomes regional manager for the Houston office.

Carrier Corporation names Robert Ratcliffe president of North America operations.

Waste King Disposers names Bob Bachman regional sales manager.

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export) April, 1987

	April 1987	April 1986	Percent Change	Calendar Year to Date 1987	Calendar Year to Date 1986	Percent Change
ALL MAJOR APPLIANCES*	4,136.7	3,756.7	+ 10.2	15,741.4	14,024.5	+ 12.2
COOKING — TOTAL	1,338.6	1,129.6	+ 18.5	5,166.1	4,706.8	+ 9.8
Electric Ranges — Total	281.2	265.6	+ 5.9	1,088.8	1,025.9	+ 6.1
Free Standing	228.4	218.2	+ 4.7	876.7	838.8	+ 4.5
Built-In	52.8	47.4	+ 11.4	212.1	187.1	+ 13.4
Microwave Ovens/Ranges**	1,071.1	879.3	+ 21.8	4,133.4	3,740.7	+ 10.5
HOME LAUNDRY — TOTAL	796.5	771.5	+ 3.5	3,453.8	3,066.7	+ 12.6
Automatic Washers	460.8	446.2	+ 3.3	1,924.9	1,742.4	+ 10.5
Dryers — Total	337.7	325.4	+ 3.8	1,528.9	1,324.3	+ 15.4
Electric	264.2	257.3	+ 2.7	1,191.1	1,036.5	+ 14.9
Gas	73.5	68.1	+ 7.9	337.8	287.8	+ 17.4
KITCHEN CLEAN UP — TOTAL	705.9	652.2	+ 8.2	2,957.8	2,665.1	+ 11.0
Disposers	351.6	300.5	+ 17.0	1,533.0	1,370.5	+ 11.9
Dishwashers — Total	337.0	336.7	+ 0.1	1,348.0	1,237.7	+ 8.9
Built-In	318.4	319.7	- 0.4	1,263.5	1,159.2	+ 9.0
Portable	18.6	17.0	+ 9.4	84.4	78.5	+ 7.5
Compactors	17.3	15.0	+ 15.3	76.8	56.8	+ 35.2
FOOD PRESERVATION — TOTAL	628.1	648.1	- 3.1	2,351.6	2,170.0	+ 8.4
Refrigerators	531.3	549.4	- 3.3	1,983.2	1,823.9	+ 8.7
Freezers — Total	96.8	98.7	- 1.9	368.4	346.1	+ 6.4
Chest	51.2	53.2	- 3.8	202.5	186.6	+ 8.5
Upright	45.6	45.5	+ 0.2	165.9	159.5	+ 4.0
HOME COMFORT — TOTAL	667.6	555.3	+ 20.2	1,812.2	1,415.9	+ 28.0
Room Air Conditioners	542.4	456.3	+ 18.9	1,508.8	1,185.3	+ 27.3
Dehumidifiers	125.2	98.9	+ 26.6	303.4	230.6	+ 31.6
* GAS RANGES***	157.2	146.5	+ 7.3	681.2	611.1	+ 11.5

*Numbers do not add because of overlapping product categories.

**Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.

***Source: GAMA. Not included in cooking total or total shipments.